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(54) **ASSOCIATIVE SEARCH ENGINE**

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See application file for complete search history.

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(57)　　　　　**ABSTRACT**

This invention relates to an advertisement machine which
provides advertisements to a user searching for desired infor-
mation within a data network. The machine receives, from a
user, a search request including a search argument corre-
sponding to the desired information and searches, based upon
the received search argument, a first database having data
network related information to generate search results. It also
correlating the received search argument to a particular adver-
tisement in a second database having advertisement related
information. The search results together with the particular
advertisement are provided by the machine to the user.

28 Claims, 2 Drawing Sheets